

# TOKEN TOPICS

of the  
CALIFORNIA ASSOCIATION of TOKEN COLLECTORS

January, 1978  
Issue No. 71

STEPHEN P. ALPERT  
Editor

**DUES:** If you have not already submitted your 1978 dues to our secretary, please do so now, by sending \$2.00 to Elaine Willahan, 516 W.99th St., Los Angeles, 90044. And be sure to get the most out of your membership, by attending as many meetings as possible and bringing along whatever you have for trade, sale, or show in the way of exnumia. Your participation in CATC can make this a happier New Year for all members.

**JANUARY MEETING:** Our first meeting of 1978 will be held at the home of Robert Ritterband on Sunday, Jan. 15, 1978, approximately from 1:30-4:30 PM. The address is 6576 Colgate Ave. in the West Wilshire District of Los Angeles, about  $\frac{1}{2}$  mile west of Farmers Market (3 blocks west of Fairfax Ave. and 3 short blocks south of 3rd St.). Colgate is parallel to Wilshire Blvd., a half mile to the north.

**NOVEMBER MEETING:** The November meeting at the home of Elaine Willahan, was attended by Stephen Alpert, Roland Atwood, John and Virginia Barnes, Robert Carter, Andy Crusen, Robert Kubach, Frank Roselinsky, Ken and Kirk Smith, Elaine Willahan, and guest Eleanor Smith. The new slate of officers elected at the meeting is: Stephen Alpert, President; Robert Carter, Vice-President; Elaine Willahan, Secretary; and Andy Crusen, Treasurer. The program was a discussion of amusement tokens by Steve Alpert. Frank Roselinsky also brought along additional movie books for our examination. Robert Kubach reported a new wave of slot machine free play tokens that recently appeared in Las Vegas, with the wording NO CASH VALUE on the tokens. Apparently people have been trying to cash in or play these aluminum tokens for a dollar.

On a trip to Las Vegas last month, I obtained many of these new tokens. Casinos such as the Sahara, Silver City, and Westward Ho replaced their tokens with new ones stating NO CASH VALUE. New casinos, such as the Silver Bird (formerly the Thunderbird), are issuing tokens with NO CASH VALUE incorporated in the legend. These tokens can be obtained by redeeming coupons from fun books, fun packs or newspapers. They are being catalogued by myself and Ken Smith, as part of our amusement token catalogue project, currently in progress.



Similar tokens are used in Reno, Carson City, and elsewhere in Nev.



PRESIDENT'S MESSAGE: My platform is basically a continuation of that of our past president, John Barnes. The brief presentational programs (arranged by Robert Carter) at our meetings are encouraged to continue. Most importantly, is the recruiting of new members and encouragement of existing members to attend meetings. We can easily accommodate twice as many members as have been attending the meetings recently. Please attend!

To publicize the CATC, I have sent short announcements to TAMS, METCA, and WESTS for their publications, in hopes of attracting new members. Conversely, some CATC members may be interested in joining those token organizations. The largest, the Token and Medal Society (TAMS) issues a large quality journal six times a year, plus bonus catalogue issues. Dues are \$6.00/year (you get twice your money's worth!) (Secretary: Dorothy Baber, 611 Oakwood Way, El Cajon, Cal. 92021). The Merchant Token Collectors Association (METCA) publishes a large monthly publication featuring news, auctions, trade lists, articles, and ads. Dues are \$7.50 per year, to Bary Bender, 752 North 74th, Seattle, Wash. 98103). The Western States Token Society (WESTS, formerly the California-Nevada Token Society, CANTS) issues a bimonthly ledger featuring news, articles, token and medal listings, and catalogue reviews. Dues are \$5.00/year (to Duane Feisel, P.O.Box 1302, Los Altos, Calif. 94022). All the above organizations offer members a free classified ad in each issue of their publication, and cover a broad range of exnumia.

NEW TOKENS: As a regular feature I plan to report new tokens being used in southern California. If you discover new tokens in use in a business somewhere, please pass the information along for this column. Thanks. This issue I am reporting a new token being used in Sega Center amusement arcades located in shopping malls such as Fox Hills Mall in Culver City and Old Towne Mall in Torrance. The token is 23mm, WM, with obverse and reverse the same, reading SEGA CENTER, JUST FOR FUN. The tokens are sold by machine, one for a quarter, 5 for a dollar bill, or 28 for a \$5 bill. The tokens are used to operate all the games in the arcade. The idea behind the use of the tokens is an old one - a discount for the consumer by buying many tokens at one time (using tokens instead of quarters, you get 5 plays per dollar instead of 4), and an advantage for the arcade by receiving money in advance (and not redeeming tokens for cash) and increased business because of the discount.



LONG BEACH COIN SHOW: The Long Beach Coin and Stamp Exposition is being held in the new Long Beach Convention Center (adjacent to the arena), Feb. 2 through 5. I recommend this show for token collectors, as I've never left empty-handed. The past few times there has been a special section for exnumia dealers, organized by Paul Koppenhaver who also conducts token auctions at the show. I am not sure if there will be an auction or exnumia section at this show next month, as I have not seen it advertised this time. In any case, it is always worth attending, and you always run into fellow token collectors and dealers at the show. It may be beneficial for us to hold a CATC meeting at the Long Beach show sometime in the near future.



# TOKEN TOPICS

of the

CALIFORNIA ASSOCIATION of TOKEN COLLECTORS

March, 1978  
Issue No. 72

STEPHEN P. ALPERT  
Editor

GREETINGS to all! We have three new members to welcome, Bary Bender (of METCA), David Freed, and Lee Woodbury. Unfortunately, all three are from out of state and thus can't participate in the best feature of the CATC, our bimonthly meetings. Attempts at recruiting local token collectors to attend our meetings have not been too successful so far. We should all try inviting our non-member token collecting friends and acquaintances to a meeting this year. It's the only way our club can grow.

Eleven members have not yet paid their 1978 dues, and if you are one of them, this may be the last issue of Token Topics you receive, unless you send in your \$2.00 to Elaine. Please do so now. Thanks.

**JANUARY 15 MEETING:** Our first meeting of 1978 was hosted by Robert and Molly Ritterband; also present were Jeff & Steve Alpert, Roland Atwood, John & Virginia Barnes, Andy Crusen, Larry Elman, Robert Kubach, Ken & Kirk & Eleanor Smith, Paul Thompson and Elaine Willahan. As usual much token swapping and conversation went on. John Barnes agreed to continue on as our NASC representative.

**MARCH MEETING:** Our next meeting will be Sunday, March 19, 1978, from 1:30 to 4:30 PM, at the home of our Secretary, Elaine Willahan, 516 W. 99th St. in Los Angeles (just 1 block west and 1 block north of the Century Blvd. exit of the Harbor Fwy). Let's turn out in record numbers and make this a meeting to remember. Bring along as much trading material as possible. Those of you who live nearby and never attended a meeting, show up for this one to see what you've been missing - a veritable token mini-jamboree every other month! Visitors are especially welcome.

During the last few years several members have been regular attendees at our meetings. To help acquaint old or new members with their collecting interests, I'm listing below (alphabetically) those members who have been attending half or more of our meetings, with their token collecting interests as best known to me.

Steve Alpert - amusement, Civil War, misc.; Roland Atwood - Sambo wooden nickels; John Barnes - trade tokens, notgeld, misc.; Robert Carter - transportation; Andy Crusen - trade tokens; Robert Kubach - transportation; Frank Roselinsky - transportation; Ken Smith - transportation, amusement; Kirk Smith - aviation & space, automotive; Elaine Willahan - trade, transportation, dog tags, misc. In addition, many other members attend from time to time. Miscellaneous listed above encompasses almost everything imaginable in the way of exonomia. If you collect items not listed above, you are bound to find them for trade at the meetings.

The Long Beach show last month was as usual rewarding to exonomia collectors who attended. I was there for a short time, and met Steve Album, Duane Feisel, Don Finch, Ken Smith, Jim Baldwin, Alan Weinberg, and others. CATC member Larry Elman had a table in the Exonomia section. At the token auction, bidding was very active, especially on Calif. trade tokens, probably due to the recent release of Kappen's catalogue on California Tokens.

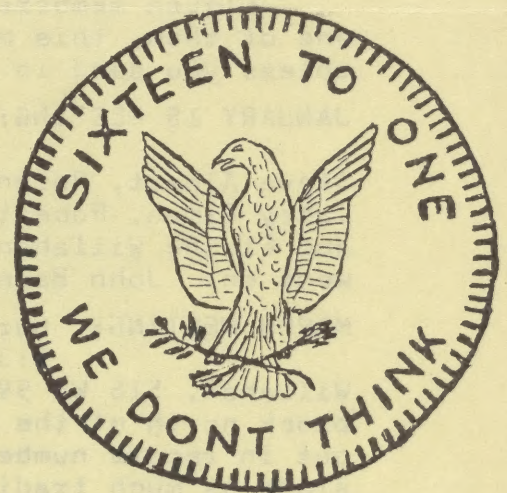




**BRYAN MONEY:** One of my diverse collecting interests is Bryan Money, coin-like pieces issued during the 1896 and 1900 presidential campaigns of William Jennings Bryan, relating to the monetary and financial issues of the time. Bryan was in favor of full intrinsic metal value in our coins, and a bi-metal standard, with silver to be valued at one sixteenth that of gold, and both metals to be coined free. This is the source of the phrases "Sixteen To One" and "Free Silver" used by Bryan's supporters and also his opposition.

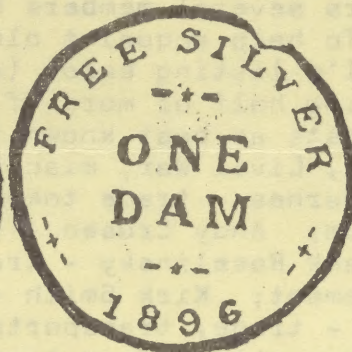
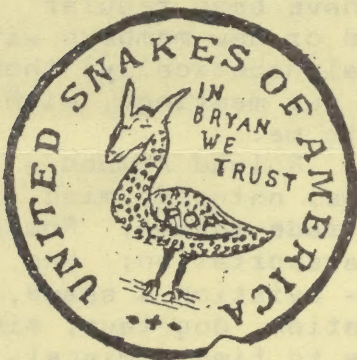
This money issue readily found its way into the production of medals both favoring and satirizing Bryan's stand. The pro-Bryan pieces are mainly well struck silver pieces demonstrating how large silver dollars should be if they were to contain \$1.00 worth of silver (at the time dollars contained only 53¢ worth of silver).

The anti-Bryan factions issued large satirical coins, mostly cast in base metals and crude in workmanship.



If coins were to contain bullion value equal to face value, silver coins would have to be enlarged. The satirical

pieces exaggerated the size of the coins, to emphasize how cumbersome such large coins would be. The two denominations most satirized are the dime and dollar. The dime pieces are about 44mm, and the dollar pieces about 63 to 90 mm. The contain anti-Bryan legends such as "Sixteen To One Nit" "Bryan's Idea of Coinage" "In Bryan We Trust" "In God We Trust For The Other 47¢" etc.



The Bryan Money series was catalogued back in 1926 by Farran Zerbe, in the Numismatist. It was reprinted in 1961 as a 72 page booklet, now out of print but still obtainable for about \$3.50. It is a fascinating work, well illustrated, listing over 140 varieties. Commoner pieces in VF or better are worth about \$20-40 apiece. I have found auctions of political items to be the best source of Bryan money. By the way, there is a national organization of collectors of political and campaign material such as buttons, tokens and paper items - the American Political Items Collectors (APIC); for information contact Donald Coney, 66 Golf St., Newington, Conn. 06111.



# TOKEN TOPICS

of the  
CALIFORNIA ASSOCIATION of TOKEN COLLECTORS

May, 1978  
Issue No. 73

Stephen P. Alpert  
Editor

**NEXT MEETING:** Our May meeting will be hosted by John and Virginia Barnes, at their home snuggled in the hills of Sherman Oaks, at 4021 Pacheco Drive, on Sunday, May 21, from about 1:30 to 5 PM. From the northbound San Diego Fwy, use Ventura Blvd. offramp, and immediately turn right onto Sepulveda. Go south on Sepulveda 2 blocks and turn left onto Valley Vista. Continue on the winding Valley Vista for about  $\frac{1}{2}$  mile (6 blocks or so), then turn right onto Stone Canyon, go one block and turn right onto Pacheco Dr., and proceed another block to the Barnes home (look for house number or CATC sign, on right). From the westbound Ventura Fwy, exit at Van Nuys Blvd, go left 4 blocks to Ventura, right on Ventura a few blocks then turn left on Kester Ave., go about  $\frac{1}{4}$  mile to Valley Vista, turn right, then left on Stone Canyon then right at Pacheco as above. If lost, call 783-6745 to be rescued.

New Member Bob Null of No. Hollywood plans to attend; he collects parking, gas, car wash, auto-related, military, telephone, and some transp. tokens. We have two other new members from out of state: Askel Hansen of Hopkins, Mn., and Forrest Dunham of Seattle. We welcome all 3 to the CATC. We now have 54 active members, and over \$300 in funds.

**PREVIOUS MEETING:** The March meeting at the home of Elaine Willahan was attended by: Jeff & Steve Alpert, Roland Atwood, John & Virginia Barnes, Robert Carter, Andy Crusen, Robert Kubach, Ken Smith, and Elaine Willahan, with guests Harriet Carter and Wally Shidler. A few days before the meeting we learned that Les Hawthorne died last July 4, of a stroke, while in Australia. He was a member of CATC since 1966 and frequently attended the meetings; we'll all miss him.

**ADS IN TOKEN TOPICS?** I introduced at the March meeting the possibility of having paid advertising in TOKEN TOPICS, and I'd like to toss the idea out to the membership. With our low dues, we can't afford free ads. The tentative rate would be 20¢ per line or \$5 for a whole page (mail bid, trade list, etc.). Ads will be accepted for the July issue; if there is a good response, this could be a permanent feature and probably would enable TOKEN TOPICS to expand to 3 or 4 pages per issue. Send ads to the editor, Stephen Alpert, 11106 National Blvd., L.A., Cal. 90064; deadline is first Saturday of July; make checks payable to CATC or me.

**HAWAIIAN MONEY** Just released in April is the new up to date "Hawaiian Money Standard Catalogue" by Medcalf and Russell; hard cover, 96 pages, \$10. It is an excellent work, very well laid out and illustrated, and covers all Hawaiian coinage and paper money, official and private, plus tokens and medals of all kinds (divided into groups such as amusement, bakery, lunch, saloon, transportation tokens; wooden money; encased and elongated coins; and medals and orders, just to name a few). A quality heavy paper with matte finish is used. A few errors are present, most noticable is the omission of the size and/or shape and composition for many pieces. Most of the older Hawaii exonomia (roughly pre-WWII) commands high prices, generally \$5 to \$200 apiece, and the expected wide distribution of this book will surely reinforce those figures. You can probably obtain this book from your local coin dealer; if not, order from exonomia dealer Paul Koppenhaver, P.O. Box 430, Van Nuys, Calif. 91408.





#### NEW TOKEN ISSUES

There are several new tokens to report this time. Most exciting is the new Los Angeles RTD sample ride token, first reported to me by Bob Null, who sent the rubbings used to make the above illustration. The token is aluminum, anodized gold, and 35mm. The newspaper coupon is reproduced below, as there may still be time to get them from RTD. Bob also reported the World Oil Company, Burbank gray plastic check cashing token, illustrated above.

Century Plaza Garage (Century City, in Los Angeles) issued a new aluminum parking token (anodized blue). I do not know how they are distributed.

Finally, a Four Queens Hotel aluminum free slot play token of downtown Las Vegas is illustrated. It was introduced in late 1977. Three tokens are obtained using a coupon from fun packs picked up on the way into town. The tokens are used to operate a special slot machine. This may become a scarce token as they are hard to obtain and not publicized in the Vegas visitor newspapers. When I obtained mine I noticed that the clerk had only a small boxfull of them. The Mint across the street used a similar token (now obsolete) but in a different manner, as a bonus to jackpots, and probably had tens of thousands of them minted.



Mail to: Southern California Rapid Transit District  
Marketing Department, 425 So. Main St., Los Angeles, CA 90013

☐ Please send me your free Sample Ride Kit complete with two free ride tokens and custom routing information. I want to travel from

to \_\_\_\_\_  
Nearest Intersection \_\_\_\_\_ Nearest Intersection \_\_\_\_\_  
I want to leave at approximately \_\_\_\_\_ and arrive at approximately \_\_\_\_\_

I am presently a bus rider. ☐ Yes ☐ No.

I ride (want to ride) the bus for: ☐ Work ☐ School

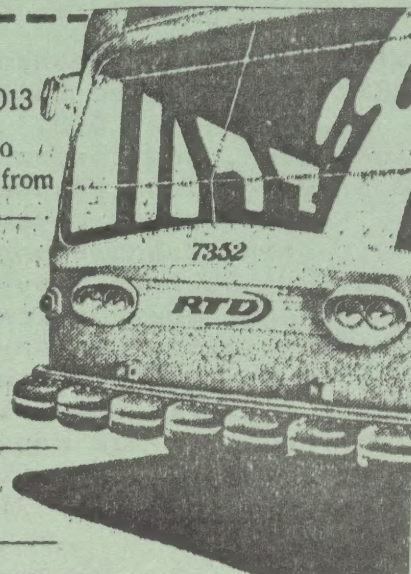
☐ Shopping ☐ Recreation ☐ Other \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

VN





# TOKEN TOPICS

of the

CALIFORNIA ASSOCIATION of TOKEN COLLECTORS

July, 1978

Issue No. 74

STEPHEN P. ALPERT  
Editor

**JULY MEETING:** Our midsummer meeting will begin 1:30pm on July 16, at the home of Elaine Willahan, 516 West 99th St., Los Angeles (from Century Blvd exit of Harbor Fwy, go one block west to Figueroa and one block north to 99th, turn left, first house on left). Bob Null is obtaining sets of the new RTD round paper bus tokens for CATC members, so if you don't want to miss out, be sure to attend the July and September meetings. The tokens are being distributed in newspapers this month; the first two, lines 810 and 813 (South Bay area), will be available from Bob at the July meeting, and he may have others if they are released prior to the meeting.

**MAY MEETING REPORT** Our previous meeting was one of the most active meetings in recent years, highlighted by four new faces and accompanying exonomia. Bob Null, Alan Weinberg (new member), and Fred Coops (San Bernardino coin dealer) brought along boxes and boxes of tokens of all kinds, which were avidly examined by Steve Alpert, John Barnes, Robert Kubach, Frank Roselinsky, and Ken Smith. Also present were Roland Atwood, Virginia Barnes, and guests Elinore Smith and Jim Garner. Token activity lasted until six o'clock, and lots of material changed hands. The next few meetings should be just as exciting. Alan Weinberg offered to host the September meeting at his home in Woodland Hills; more details in next issue.

**ADS** No ads were received for this issue, but will be accepted in the future, should any be submitted. See May issue for details.

**COLLECTIBLE SHOW** The California Exonomist Society is holding their 17th Annual All-Day Collectible Show on July 30, from 10:00-5:00 at the Holiday Inn in Fullerton (on Harbor Blvd one block north of Riverside Fwy). Do any CATC members belong to this group? It seems odd that Southern California has two token groups that apparently are totally isolated from each other. I will contact them; if we publicize each other, both groups are bound to obtain some new members. They can be reached at P.O. Box 1028, Colton, Calif. 92324. We are both member clubs of the Numismatic Association of Southern California.



The aluminum PENNY FALLS token illustrated on the left was recently discovered in use at an amusement booth at a travelling carnival I visited in Yucca Valley, Calif. This stock token is dispensed by a "coin fall" amusement machine. I had heard of them on the east coast, and I have many amusement arcade tokens from New Jersey

that are used with such machines, but this was the first time I saw a machine. It has a counter under glass that is covered with quarters. A rubber bar moving back and forth has pushed the quarters up to a ledge where many overhang. The goal is to drop your quarter through a slot and have the bar push it against the other quarters causing one or more to fall over the ledge into the machine. For each coin that falls, the machine automatically dispenses a token. The tokens are redeemable for cheap prizes. Many people can independently play on



one machine at the same time, each with his own counter, ledge, bar, coin slot, and token payout cup. The tokens used with these machines are manufactured by Van Brook of Lexington, Ky.

#### LOCAL TOKEN ISSUER MAKES GOOD

William Harrah, founder of the famous Harrah's casinos and hotels in Reno and Stateline (Lake Tahoe), Nevada, entered the amusement field in the early 1930s when he dropped out of UCLA and went to work in his father's bingo parlor in Venice, Calif. Back in the 1930s and 1940s bingo parlors were very popular in Venice, Ocean Park, and Long Beach. In most cases the game went under a different name such as Tango, Bridge, or Fascination. Many such parlors issued tokens. In the late 1930s Harrah moved to Reno where he operated a bingo parlor that was not successful. His luck changed when he opened a gambling casino there in 1946, and one at Lake Tahoe in 1955, and quickly became a multimillionaire.

"Harrah's Amusements" of Venice issued an aluminum token (now rare) in the 1930s. The token is incorrectly listed under Long Beach by Album and not listed at all by Kappen. The Venice location is verified by Santa Monica City Directories of the 1930s and by obituaries of William Harrah, who died just two weeks ago (June 30, 1978). Harrah had amassed a gigantic collection of antique automobiles and gambling machines.

Not as successful was the Loeff family of Long Beach, Calif. Charles I. D. Loeff operated the first place of amusement to be listed in the Long Beach City Directories. His Loeff's Hippodrome is listed in the 1913 directory at 300 Pike (Loeff's is still in business at this address today!) with Arthur Loeff, employee. He



also expanded to Santa Monica, where he operated an amusement pier, called Loeff's Pier, at the foot of Colorado Ave., circa 1917. Charles Loeff died in 1917 or early 1918 (as the 1918 directory lists only his wife as a widow), and Arthur (probably his son) continued operating Loeff's Amusements

into the 1950s and possibly later. Loeff issued many amusement tokens over the years, and still uses some in their Lite-A-Line pinball bingo game as payoffs to the winners. The tokens now in use appear to have been made 20 to 30 years ago. Currently three denominations are used: \$1.00 (alum.), 25¢ and 10¢ (nickel-plated brass). Their earlier tokens were good for free plays, games, or bingo.

NEW TOKEN: A new type of token, which I may have originated in 1977 with my Patrick Mint token, is souvenir tokens given out by college teachers to students who have completed their course. A faculty member of the Geosciences Dept. of Calif. State University, Northridge, liked the idea and issued one of his own. Illustrated is his brass token, which I helped design. It is not available to collectors, so do not contact the university.





# TOKEN TOPICS

of the

CALIFORNIA ASSOCIATION of TOKEN COLLECTORS

September, 1978  
Issue No. 75

STEPHEN P. ALPERT  
Editor

**SEPTEMBER MEETING:** Our September meeting will be held on Sunday, September 17, at the home of Elaine Willahan, 516 W. 99th St., Los Angeles (near Century Blvd. and Figueroa), from about 1:15 to 5:00 in the afternoon. Elaine is graciously hosting two consecutive meetings due to a last minute shuffle of our meeting place schedule. (The November meeting will be at the home of either Alan Weinberg or Frank Roselinsky, and the January meeting at the home of Robert Ritterband.)

The September meeting should be lively, with lots of exonomia and postcards available. We hope to have first-hand reports of the exonomia highlights of last month's AVA and ANA conventions.

A few more paper RTD tokens have appeared in certain newspapers and Bob Null again has obtained extras which will be available at the September meeting for just his cost of the newspaper. He will have two tokens of Pomona lines 451/453 and 452/454, and two of Norwalk, 801 and 820, and others if released prior to the meeting. Bob has been expending a lot of effort to find out when and where these RTD tokens are being distributed, and then travelling to buy copies of those local newspapers to get a supply for our club members. We thank him for this service.

## JULY MEETING REPORT

After a year or two of low-attendance meetings, it was encouraging to see the large turnout for the July meeting held at our secretary Elaine Willahan's home. Twenty-one people were present at the gathering, and three of them joined CATC. The attendees were: Jeff Alpert, Steve Alpert, Roland Atwood, John Barnes, Robert Carter, Andy Crusen, Larry Elman, Jim Garner (new member), Robert Kubach, Bob Null, William Massey (new member), Edrick Miller, Robert Ritterband, Wally Shidler (new member), Ken Smith, Kirk Smith, Paul Thompson, Elaine Willahan, and guests Harriet Carter, Pat Miller, and Eleanor Smith.

We also have two new members by mail since last meeting: Thomas King of Visalia, and Chuck Rowden of Anaheim. I would like to officially welcome all the new members. I also encourage nonmembers who are receiving sample Token Topics to attend a meeting and see what you are missing.

## MEMBERSHIP ROSTER

It has been a few years since the last CATC membership list was published, so a new one was prepared and is being sent (along with this September issue of Token Topics) to CATC members only. It is accurate as of the end of July; already there are a couple of address changes and a new member since the list was made. We now have 60 members.

We would like to have future membership lists contain each member's collecting interests, so next time you contact our secretary, let her know what you collect.



COLLECTORS  
UNDER STUDY

Dr. Russel Travis of the Department of Sociology and Anthropology, California State College, Bakersfield, Calif. 93309, is conducting a scientific poll to study the collecting hobby. We are one of the clubs he contacted requesting participation in his survey. He has prepared an anonymous "Collector Opinionnaire" of about 130 questions regarding your pride in, enthusiasm of, and satisfaction from your collecting hobby, sources you use to obtain items, amount of time you spend, and so on. It is similar in format to a personality-evaluation questionnaire. He sent us a supply of questionnaires and postpaid return envelopes to be distributed at our September meeting. If you desire a copy and cannot attend the meeting, try writing to Dr. Travis direct. Even if you decide not to participate, the Collector Opinionnaire is very interesting reading. I'm sure it is not restricted to token collectors, as it is probably being distributed to collectors of all sorts of items.

As you are probably aware, token collectors and collectors in general seem to be a special breed of people, and I guess this is what Dr. Travis wants to study. He plans to share his results with all collectors.

AMUSEMENT TOKEN CATALOGUE  
GOING TO PRESS

The new revised comprehensive catalogue of Amusement Tokens, authored by CATC members Stephen Alpert and Kenneth Smith, is expected to be published early next year. The publisher, Dan Mead (The Mead Company, Long Beach, Calif.) is an enthusiast of old amusement machines, and has published reprints of old machine sales catalogues. He also publishes Loose Change magazine, which is issued monthly and covers all aspects of the coin-operated machine hobby (the collection, research, restoration of old machines, news, tokens, etc.).

The new catalogue will list about 8,000 tokens (I haven't counted yet), using the Atwood format. All tokens related to the following will be listed: slot machines, pinball machines, amusement machines and arcades, music and record machines, pay telescopes and scales, and modern Nevada slot machine tokens. A valuable feature of the illustrated catalogue will be the background information given with the listings. The machines associated with the tokens will be mentioned, described, or illustrated, with the manufacturer and dates provided in most cases. The foremost historian and authority in the field of antique amusement machines, Richard Bueschel of Chicago, has provided this important information.

The authors will be founding a new informal organization, the Amusement Token Collectors Association (ATCA) to promote the collecting and research of Amusement tokens. Membership will be free - the only requirement is that you collect amusement tokens or have a sincere interest in them. We will have a monthly column in Loose Change magazine on Amusement tokens.

Membership will remain free until ATCA begins a bimonthly publication of its own. Details on joining will be given in the next issue of Token Topics.



MEMBERSHIP ROSTER - CALIFORNIA ASSOCIATION OF TOKEN COLLECTORS - July, 1978

- 109 Stephen Album, P.O.Box 7386, Santa Rosa, Calif. 95401
- 118 Jeffrey Alpert, 11106 National Blvd., Los Angeles, Calif. 90064
- 119 Stephen Alpert, 11106 National Blvd., Los Angeles, Calif. 90064
- 1 Roland C. Atwood, 4051 Glencoe St.-Al, Venice, Calif. 90291
- 64 John M. Barnes, P.O.Box 5152, Sherman Oaks, Calif. 91413
- 129 Virginia Barnes, P.O.Box 5152, Sherman Oaks, Calif. 91413
- 84 Floyd O. Barnett, 5425 Portland Ave. So., Minneapolis, Minn. 55417
- 147 Bary Bender, 752 N. 74th, Seattle, Wash. 98103
- 40 Robert B. Carter, 2232 North Keys Ave., So. San Gabriel, Calif. 91770
- 142 Fred Coops, 115 Central City Mall, San Bernardino, Calif. 92401
- 46 Andrew Crusen, 604 South Keenan, Los Angeles, Calif. 90022
- 17 Daniel Di Michael, P.O.Box 485, Coatesville, Pa. 19320
- 144 Jack Donnelly, P.O.Box 443, Arcadia, Calif. 91006
- 148 Forrest Duhham, 625 No. 130, Seattle, Wash. 98133
- 152 Helen D. Egnew, P.O.Box 123, Port Townsend, Wash. 98368
- 120 Larry Elman, P.O.Box 415, Woodland Hills, Calif. 91364
- 130 Gordon Fitzgerald, 18207 Vanowen St., Reseda, Calif. 91335
- 145 David L. Freed, P.O.Box 2009, Salt Lake City, Utah 84110
- 16 Ralph Freiberg, 634 Ashbury St., San Francisco, Calif. 94117
- 21 R. K. Frisbee, 211 King St., Denver, Colo. 80219
- 19 William C. Gallagher, 8614 E. Flower, Paramount, Calif. 90723
- 153 James C. Garner, 8157 White Oak Ave., Reseda, Calif. 91335
- 150 J. Askel Hansen, 460 5th Ave. No. #338, Hopkins, Minn. 55343
- 52 Amos F. House, 1975 Ninth St., La Verne, Calif. 91750
- 156 Thomas W. King, P.O.Box 335, Visalia, Calif. 93277
- 105 Henry Krause, 3511 6th Ave. Apt. 4C, San Diego, Calif. 92103
- 47 Robert Kubach, 344 N. Maryland Ave. Apt. 107, Glendale, Calif. 91206
- 125 Arthur J. Lee, 2416 Nearcliff St., Torrance, Calif. 90505
- 98 Steve Lipshie, 5270 1/2 Bellingham Ave., North Hollywood, Calif. 91607
- 110 Nathaniel R. Mack, P.O.Box 395, Goose Creek, S.C. 29445
- 154 William Massey, 212 East Sycamore, Arcadia, Calif. 91006
- 2 Edrick Miller, 3257 Idaho Lane, Costa Mesa, Calif. 92626
- 4 John G. Nicolosi, 3002 Galindo St., Oakland, Calif. 94601
- 149 Merlin R. Null, P.O.Box 9422, North Hollywood, Calif. 91609
- 132 Phillip Pearson, 5115 Kester Ave. #13, Sherman Oaks, Calif. 91403
- 136 Joel J. Reznick, 1818 Apache Lane, Mt. Prospect, Ill. 60056
- 5 Robert Ritterband, 6576 Colgate Ave., Los Angeles, Calif. 90048
- 9 Bernard J. Rohrer, 68 West 51 St., Long Beach, Calif. 90805
- 35 Frank Roselinsky, 13213 Aetna St., Van Nuys, Calif. 91401
- 54 Norman E. Sherman, 4295 Marina Dr., Santa Barbara, Calif. 93105
- 155 Wally G. Shidler, 2934 Cudahy St., Huntington Park, Calif. 90255
- 22 W. D. Shupe, 1071 Cassingham Road, Columbus, Ohio 43209
- 72 Arthur E. Smith, 2520 Northrop Ave. Apt. 4, Sacramento, Calif. 95825
- 73 Claire Smith, 9 Bahia Lane Mission View West, Oceanside, Calif. 92054
- 71 Edward W. Smith, P.O.Box 806, North Truro, Mass. 02652
- 6 F. Gordon Smith, 9 Bahia Lane Mission View West, Oceanside, Calif. 92054
- 70 Jack R. Smith, R.R. 1, Box 91-B, New Palestine, Ind. 46163
- 82 Irene Smith, P.O.Box 806, North Truro, Mass. 02652
- 18 Kenneth E. Smith, 328 Ave. F, Redondo Beach, Calif. 90277
- 116 Kirk Smith, 328 Ave. F., Redondo Beach, Calif. 90277
- 7 Michael Super, 5912 Franklin Ave. Apt. 3-A, Baltimore, Md. 21207
- 106 Paul Thompson, 5406 N. La Presa, San Gabriel, Calif. 91776
- 12 George Ticknor, 1745 1/2 Federal Ave., Los Angeles, Calif. 90025
- 74 Robert H. Veldman, P.O.Box 1083, Sparks, Nev. 89431
- 133 Duffy Waldorf, 5408 Amigo Ave., Tarzana, Calif. 91356
- 151 Alan V. Weinberg, 23321 Aetna St., Woodland Hills, Calif. 91367
- 42 Elaine J. Willahan, 516 West 99 St., Los Angeles, Calif. 90044
- 146 Capt. Lee Woodbury, 2089 Iowa Ave. N.E., St Petersburg, Fla. 33703
- 112 Robert Wolf, 1790 New Hampshire, Costa Mesa, Calif. 92626

OFFICERS: President: S. Alpert; Vice-President: R. Carter  
 Secretary: E. Willahan; Treasurer: A. Crusen  
 NASC Representative: J. Barnes



# TOKEN TOPICS

of the  
CALIFORNIA ASSOCIATION of TOKEN COLLECTORS

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STEPHEN P. ALPERT  
Editor

**NOVEMBER MEETING:** Our November CATC meeting will be hosted by Frank Roselinsky, on Sunday, November 19, from about 1:00 to 4:30 pm. Frank's address is 13213 Aetna St., Van Nuys, just north of L.A. Valley College. From the Ventura Fwy exit at Coldwater Cyn Ave, go north to Oxnard St., turn left (west) on Oxnard and go a few blocks to Atoll Ave; turn right, go one block to Aetna; turn left and you're there. If you get lost, phone Frank at 781-5509.

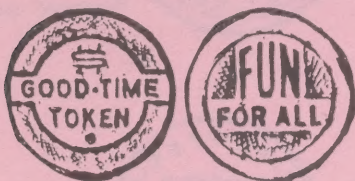
We have two new members to welcome this time: Daniel Ching (who joined at the Sept. meeting), and Don Finch (who rejoined CATC in Oct.). Don plans to attend the November meeting; he collects spinners, and Amusement/Novelty Company tokens. This month's meeting should be an exciting one, so plan on attending if possible.

**SEPTEMBER MEETING REPORT** The September Meeting at the home of Elaine Willahan in Los Angeles was attended by fifteen members and one guest. Present to enjoy the meeting were: Steve Alpert, Roland Atwood, John Barnes, Daniel Ching, Andy Crusen, James Garner, Robert Kubach, Bill Massey, Bob Null, Wally Shidler, Claire and F. Gordon Smith, Ken and Kirk Smith, Elaine Willahan, and guest Eleanor Smith. The quantity of exonomia available for sale, trade, and examination at the Sept. meeting was greater than usual. Daniel Ching brought part of his extensive telephone token collection, and it greatly impressed all those who examined it.

**MEMBERSHIP ROSTER UPDATE:** Several wrong addresses were printed in the CATC membership list distributed in September, because the address file used was not fully up to date. Listed below are the corrections and additions to update that list:

158 Daniel K.E. Ching, P.O.Box 75423, Los Angeles, Calif. 90075  
108 Don Finch, P.O.Box 4875, Ventura, Calif. 93003  
150 Aksel J. Hansen (corrected spelling of first name)  
47 Robert Kubach, P.O.Box 4093, Whittier, Calif. 90607  
157 Chuck Rowden, 441 S. Loara St., Anaheim, Calif. 92802  
72 Arthur E. Smith, 4608 Kinsella Way, Sacramento, Calif. 95841  
71 Edward W. Smith, 3721 Marconi Ave.Apt.38, Sacramento, Calif. 95821  
82 Irene Smith, 3721 Marconi Ave.Apt.38, Sacramento, Calif. 95821  
70 Jack R. Smith, P.O.Box 26423, Lawrence, Ind. 46226  
12 George Ticknor, 1753 Clinton St., Los Angeles, Calif. 90026

## NEW ARCADE TOKEN



The Flipper-Flapper amusement arcade in the Riverside Plaza shopping center in Riverside, Calif., is using tokens to operate their machines, in the same manner as the Sega Center arcades. (Both places now sell the tokens at 25¢ each.) The Riverside token unfortunately is a stock token reading "GOOD-TIME TOKEN" and "FUN FOR ALL," with partial scrollwork

background. There are two metal varieties: WM and brass-plated WM. Check the amusement arcades in your neighborhood for new token issues, as the use of tokens in amusement arcades is spreading.



CATC member Henry Krause (3511 6th Ave.-4C, San Diego, Ca. 92103) is offering for free his latest personal token; send him a self-addressed stamped envelope to obtain one.

**AMUSEMENT TOKEN COLLECTORS ASSOCIATION** The amusement token catalogue has experienced a delay and has not yet gone to press. It hopefully will be published in mid to late 1979. Meanwhile, a possible major breakthrough in identifying dozens to hundreds of maverick amusement tokens may be at hand shortly, and would greatly improve the catalogue. For free tentative membership in the Amusement Token Collectors Association (not yet organized), send your name, address, size of your amuse. token collection, and a self-addressed stamped envelope to ATCA's corresponding secretary: Eleanor Smith, 328 Ave. F, Redondo Beach, Calif. 90277.

#### COIN SHORTAGE IN ITALY CREATES NEW AMUSEMENT MACHINE TOKEN ISSUES

The recent severe coin shortages in Italy have resulted in the use of Italian telephone

tokens as a medium of exchange for the past decade. Recently, pictorial amusement machine tokens are appearing in Italy and are being used in place of the 100 lire coin for many purposes. In addition to their primary use of operating juke boxes, billiard machines, and pinball (flipper) machines, they can be used to buy telephone tokens from vending machines. The amusement tokens also probably circulate as money to some extent.

A few of these tokens from southern Italy are illustrated. They are 28mm in diameter and made of nickel-plated iron. Most of the tokens picture pinball machines and juke boxes; others illustrate a soccer player, bust of Michelangelo, sailboat, and map of Italy. There is so much detail in the pinball machines that it wouldn't be hard to identify the model. Pinball is very popular in Italy, and there are several Italian manufacturers of pinball machines, most notably Zaccaria of Bologna.

These tokens have already found their way into this country, as I bought a few last month at a local swap meet.

(One of these tokens reads: GETTONE / APPARECCHI ELETTRICI (in outer circle); ELETTROMATIC / T.53570 / RIVA DEL GARDA (in inner circle). The reverse reads: XXI OLYMPIADE MONTREAL 1976 (around), (Roman bust and Olympic torch, in center). If anyone knows if this token was used in Canada or not, please let me know.)



Reverse same

